

# EcoBorder landscape edging launches nationally

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The lawn border is made from recycled tires.

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TAMPA – Tampa-based entrepreneur, John Wink, of Novel Ideas, has nationally launched a new, green product in landscape design, [EcoBorder](#). EcoBorder is manufactured in the USA and molded from recycled tire rubber.

Wink spent over 15 years in the landscaping industry before joining Merrill Lynch and advancing to a position as a VP Investment Wholesaler in Tampa.

Wink created and launched EcoBorder out of his garage in 2009. Though this product hit the market three years ago, it now is available in retail stores throughout North America.

In its short lifetime, EcoBorder has already reused over 200,000 tires and is projected to recycle another four million pounds this year. "Automobile tires can take over 100 years to decompose in a landfill," says Wink. "Our recycling process gives old tires a new function while providing a simple-to-install solution that looks fantastic in any yard. We are dedicated to doing our part to help preserve the planet and make our world a little more beautiful."

The products are also currently available in four colors online at .

